

#### Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats--and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print, or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, z confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from seswers printed here. No unsigned communications will be read. Address: The Ad-Visor, The Tribune, New York.

The inclosed ad is on the face of it misleading. One might think that any machine up to \$200 may be purchased at \$1 a week according to their announcement. As a matter of fact, this liberal offer is extended to \$15 and \$25 machines only. Don't you think a little of your forceful publicity would show these dealers the folly of faking, and thereby save a music-loving public from nibbling at the bait?

THEO BERG.

that any machine up to \$200 may be purchased at 31 beral offer is exto their announcement. As a matter of fact, this liberal offer is exto their announcement. As a matter of fact, this liberal offer is exto their announcement. As a matter of fact, this liberal offer is exto their announcement. As a matter of fact, this liberal offer is exto the famous Billard Company's forceful publicity would show these dealers the folly of faking, and thereby save a music-loving public from nibbling at the bait?

By what method I. Davega, of 405 Broadway, the subject of Mr. Berg's complaint, conducts his business is sufficiently illustrated in the balance yesterday, when the trial of the balance yesterday, when the trial of the eleven former New Haven directors adjourned for the day. The Billard Company's part in the alleged continued control had been devised to the famious Billard Company's part in the alleged continued control will be found to the family will be placed on the family silence of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. Hall, wife of J. Wilmington, Del. Nev. 22.—The Rev. General Cell will be brokened to the bro

"If you pay enough down," was the reply.

Wetter and in lower of the second of it. I hard, of proving the property of the second of it. I hard, of proving the property of the second of it. I hard, of proving the property of the second of it. I hard, of proving the property of the second of it. I hard, of the proving the property of the second of it. I hard, of the proving the property of the second of it. I hard, of the proving the property of the second of it. I hard, of the proving the

Since the appearance of The Tribune article about non-refillable bottles I have had a number of letters from the designers or owners of bottles that are believed to be non-refillable. In a few cases my offer to test their devices has been accepted, and in each instance I have found no difficulty in getting the best of any device. In other cases, the owners of the paients have apparently been afraid to accept my offer, nothing more being heard of my proposition.

You will probably be interested to know that R. H. Macy & Co., in selling Andrew Usher's Green Stripe Scotch, state that it is impossible to refill this bottle. They point to the tapes that are used, and say that as long as these are uncut the contents are absolutely certain to be the original goods. I am sending you to-day one of these bottles refilled with Croton water, but I think you will find the tapes and cap intact, even under a magnifying giass.

refilled with Croton water, but I think you will list the content of the content

Possibly on the principle that a bottle is innocent until proven guilty. Thus far Mr. Hager has been able to break down every defence. Every week or so an aspiring inventor or agent brings in one of these devices, upon which he pins his unalterable faith—until it is returned to him filled with ink or gasoline, or some other unfavorably regarded substitute for whiskey. Then he departs without making good the oft-repeated proffer to "drink anything you can get into that bottle without breaking off the top." One of these days, perhaps, a genius will come slong with the real thing in non-refillable bottles. We are waiting for him. We are also waiting for the inventor of the perpetual motion machine.

Referring to your comment in The Tribune of October 19, on the advertisements of the F. A. Stuart Co., please note the inclosed cover of the Peloubet series of Sunday School Helps, carrying the Stuart Company's ads, making some very strong claims for the company's addeducts.

products.

In this place these ads are particularly harmful, it seems to me,
for so many people will accept as literally true, by association of ideas,
any statements published in religious papers, and will be misled by

these ads.

I would like to see only advertisements of books or other supplies for Sunday School work in these quarterlies, if advertisements must be printed in them at all, and believe that the publishers could make this change with no detriment to themselves. If the revenue would be too much reduced by such a change the subscribers should be willing to pay a slightly higher price for a publication with no objectionable advertisements.

advertisements.
You have my thanks for the work you have done in the cause of truthful advertising, and best wishes for its future.
ALLEN D. WOODS.

P. S.: I do not know that the above would be of any interest to your readers in general. I write it because the two ads happened to tie up with your comments. I have always resented the ads of baking powder, Ferris Waists, etc., appearing in these quarterlies, which are used in the school of which I am secretary.

Mr. Woods is eminently correct in the point which he makes concerning the absurd claims of Stuart's Calcium Wafers and Stuart's Dyspepsia Tablets. A religious publication has an added responsibility to its readers, in that there is a species of moral guarantee of its advertising implied by the character of the magazine. Unfortunately, in the past the religious press has been the gravest offender in the matter of fraudulent advertising, and even to-day, though there has been marked

past the religious press has been the gravest offender in the marked fraudulent advertising, and even to-day, though there has been marked improvement, it is widely tainted.

As for Mr. Woods's postscript, while I believe that I comprehend his point of view, I confess my total inability to sympathize with it. If the advertisement of the baking powder or the waist is honest, no medium in print is too high class for it. An honest ad is a benefit to every publication that coaries it and to exerce wan that reads it. tion that carries it, and to every man that reads it.

The inclosed reply to my inquiry concerning—"s Bran begs the question, I think. Is—"s Bran a cure for constipation? Your reply that it is as good as any other good bran doesn't answer my question clearly.

May I trouble you for a specific reply to my inquiry? I am looking for a cure for constipation, and if you will approve—"s Bran as a cure (the advertisement does) I shall use it.

B. H.

Among the multifarious activities of this column, the practice of medicine is not included. Many of my correspondents, unfortunately, believe that it is and seek positive advice upon specific cases, as does the writer of this letter. Often the Ad-Visor may properly give warning, as, for example, that a patent mixture of alcohol and inert vegetable matter will not save women from necessary operations, or that whiskey, under however medicinal a name, is not helpful in pneumonia. But that is very different from prescribing for an individual case. The Ad-Visor is not ticensed to practise medicine. If he were, the last thing he would think of doing would be to prescribe for a case which he had never seen. Long-distance prescribing is the caste-mark of the quack. Yet this is what B. H. apparently expects in response to his letter. His constipation may arise from any one of a dozen causes. Bran might be useful in his case. It might be useless. It might even be harmful. His proper course is to get to a good physician, Chronic constipation is a condition imperatively requiring expert treatment.

### 'LITTLE FATHER' ADVISED MELLEN ON B. & M. DEAL

Roosevelt Did Not Favor Canadians Getting Line, Witness Says.

HELD TO BE PERIL FROM MILITARY VIEW

Defence Opposes Admission of Billard Company Evidence in New Haven Trial.

The admissibility of evidence in re-

"No, no," said Mr. Mellen, who was on the witness stand.

"I knew Mr. Mellen would deny that statement, but I shall prove it true, and through his own testimony!" exclaimed Batts.

Mellea Tells of Washington Trip. In testifying about the acquisition of the Boston & Maine stock Mellen told of a trip he made to Washington to consult President Roosevelt about it, Maine owners were eager to sell, and

& Maine owners were eager to sell, and that the line might fall into the hands of Canadian interests.

"I told President Roosevelt of my fear that the Canadian interests would get the line," said Mellen, "and he said, as he did on other occasions when I talked with him. 'I am no lawyer, and anything you do you will have to do at your own risk, but if I thought there was any danger of a Canadian company getting the Boston & Maine I think I would buy it if I were you.'

"He sent me to see Franklin K. Lane, of the Interstate Commerce Commisof the Interstate Commerce Commission (who is a Canadian by birth), and I explained the situation to him. Mr. Lane said he fully appreciated the danger which might attend the control of railroads in the United States by aliens. From a military viewpoint, he said, he thought it would be bad that any Canadian road should control such a considerable system of railroads in the United States as the Boston & Maine." the Interstate Commerce Commis

Refers to "Little Father."

Then there were put in evidence letters that passed between Henry M. Whitney and Mr. Mellen. In regard to the Boston & Maine matter Whitney wrote to Mellen: "I've also thought that the Little Father at Washington might like to get his finger into the ple; in which case, if it did happen before the public had become reconciled to the charse, it might result in infinite fore the public had become reconciled to the change, it might result in infinite harm to all your interests."

In reply Mellen wrote: "The Washington government, I think, I have completely cared for. One never knows for a certainty regarding matters there, but the ground has been carefully ploughed and every chance for trouble considered and I think eliminated."

Before Mellen was put on the stand, at the opening of the day. Captain Lewis A. Bowen, brought from Bremerton, Wash., testified for about three minutes. It cost the government about \$350 to get him here to do it. He was asked whether "daedheads" on steamers could drive a steamship company into bankrupticy and whether they were considered bad investments.

### HOTEL WALLICK Broadway and 43rd Street.

New York's Busiest Corner Concourse of 300,000 People Daily.

Rooms with Bath, \$1.50, \$2.00, \$2.50, \$3.00 Attractive Suites, Reasonable Rates.

And a Restaurant That's Known from Const to Const for Quality at Moderate Prices

Dancing in the Pierrot Room Afternoon and Evening.

had surprised the government attorneys when he said that the Enterprise company, which the government wanted to show was strongled to death by the New Haven alleged trust builders, really failed because of the excessive number of passes it issued. Cantain Howen yesterday advanced the novel theory for the government that "deadheads" were a good investment, since they spent lots of money in the bar and restaurant of a boat.

The government received something of a setback by a ruling of the court against the admissibility of evidence in regard to alleged political corruption used in obtaining desired legislation. Judge Hunt ruled that such matters were collateral, and allowed Mr. Batts to ask Mellen only the general question as to whether legislative agents were employed. Mellen replied that he did not recall that the New Haven had any such agents.

### PASTOR SUSPENDED FOR KELLY WEDDING

The Rev. Henry Carr. Silenced. Says He Thought Davis Innocent Party.

## **BROKER'S WIFE** TOOK OWN LIFE, CORONER THINKS

with Husband Over Time Spent at Club.

MRS. HALL WORRIED

Druggist Denies She Bought Poison of Him-Inquest To Be Held.

The death of Mrs. Grace Herman

WHILE HE WAS AWAY

ernment counsel, was essential to the government's case, and he and his associates will fight hard to get it into the record.

The site of the church.

The site of the church is a sociated will fight hard to get it into the record.

The site of the church in the site of the church in the record.

The site of the church in the site of the site o



NEW YORK'S LEADING THEATRES AND SUCCESSES. NEW AMSTERDAM

its. Tom'u., Tours. Sat. JOHN DROW THE CHIEF." ETHEL BARRYMORE MCHESNEY. HARRIS West 42d St. Lees

AROUNDMAP ROLLING STONES

にいいは、観点には BELASCO THE BOOMERANG

ZIEGE D GAIETY Breat, 46 St. Evenings 5 20 LAST & "YOUNG AMERICA" TIMES CANDLER ... THE HOUSE OF GLASS HIT-THE-TRAIL HOLLIDAY

KLAW & ERLANDER PRESENT

LEO DITRICHSTEIN FAIR AND WARMER GOMMON GAY

The Paris Fashion Fete

CALLOT JENNY POIRET
CHERUIT LANVIN PREMET
DOUGET PAQUIN WORTH
HIAKONINI PENIER RODIER
To Relieve the Orphan Children of French
Schilders.

Beginning Menday Afternoon, Nev. 22 Concluding Saturday Evaning, Nev. 27 Ne sectorunces Wednaday, Nev. 27 Afternoons at 2:30, Evenings at 8 In The Baliroom of the Ritz-Carlon, Metal Traints at 3:30 for each performance may be ob-tained at 3:40 for each performance may be ob-

"THE GREAT LOVER' MONTGOMERY & STONE CHIN

LONGACRE



SPRING BYINGTON-CHANDLER

LIEBLER CAN'T PAY \$29; SAYS WIFE RUNS HOUSE

Ex-Theatrical Producer Declares He Was Well Off Last Year.

atrical producer and member of the de- means and had been borrowing money

Mr. Liebler said that he was well off year ago. Now he has not money enough to pay the rent of his apartment in Eighty-third Street, near Columbus Avenue; he did not recall the number of the house. The former pro-Theodore A. Liebler, formerly a the- ducer said he was entirely without

funct firm of Liebler & Co., has not since last December, when he failed. sufficient funds or assets to-day to pay His wife pays the rent, he said, and a judgment for \$29.91. Mr. Liebler so while he would like to pay the judg-Had Previously Quarrelled testified yesterday in supplementary ment of \$29 against him he found it proceedings in the City Court. He was impossible to do so. Mr. Liebler exexamined as to his ability to pay a plained his wife's ability to pay the expenses of his home by saying that such a plained against him on October and the Municipal Court.

The was plained his wife's ability to pay the expenses of his home by saying that she had received an inheritance. He said he had no stocks, jewelry or any thing else of any value.



#### Life You Your Every Night of RECOGNIZE This Most Astounding From Every Direction She Beguiles You. In Restaurants and Theatres You See Her. Your

Wife, Sons and Daughters Touch Elbows With Her Everywhere They Go. Wouldn't You Like to Hear Her Tell HER OWN STORY? Copyright, 1915, by Selwyn & Co.

We are going to tell you the story of the MOST REMARKABLE WOMAN IN THE WORLD. Robert H. McLaughlin, a new playwright, has named her THE ETERNAL

MAGDALENE, and the producing firm of Selwyn & Co. has BROUGHT THE MAGDALENE TO BROADWAY to rub elbows with and be seen by the metropolitan multitude. The Magdelene is AS INEVITABLE AS THE SUNRISE AND THE SUNSET.

She is rich. She is poor. She HAS EVERYTHING EXCEPT HONOR, or she has NOTHING, minus honor. She is somebody's runaway daughter, or some man's recreant or abused wife. She knows the commonest seamen in the ports of the world-and their admirals

She is herself A BIRD OF PASSAGE, leaving some haven of discontent and

BOUND FOR THE PORT OF GOD KNOWS WHERE. She beguiles, allures or depresses the gambler and the diplomat. Perfumed and bewitching, she IS NOW AT THE MILITARY FRONTS IN EUROPE, just as she followed the armies of Caesar and Hannibal, and her companions now are those who

with a word of command can rush thousands of lesser men to slaughter. In the chancelleries of world governments her warning finger or ambitious wish always has been ALL POWERFUL.

In ALL LANDS and in ALL TIMES she has marched along the social fringe of things, bedecked or bedraggled; A CAMP-FOLLOWER OF ALL MODERN CIVILIZATION.

And NOW she has found a permanent home at THE FORTY-EIGHTH STREET THEATRE here in New York.

Selwyn & Co. say to YOU—the metropolitan public, and all visitors here as well -that THE ETERNAL MAGDALENE IS THE GREATEST AND MOST AS-TONISHING PLAY THAT HAS BEEN PRODUCED IN NEW YORK IN TEN YEARS.

To save your life, you cannot sit through "The Eternal Magdalene" without saying to yourself at the finish: "This is not merely a play, or just a big play. It is LIFE ITSELF as I myself KNOW it and LIVE it and SEE it.' As BIG as "The Eternal Magdalene" is and as BOLD as it is, it is NOT a bad,

questionable or wicked play. It is not a play of dives or resorts. It is not a catchpenny, high-voltage drama built on sensational newspaper headlines. From first curtain to last there is not a

word to excite inquiry from the purest of children. The Eternal Magdalene" puts into your heart and mind a feeling of CHARITY for one thing. And as you leave the FORTY-EIGHTH STREET THEATRE we think you will be quite liable to remember the words of Bellamy, the newspaper reporter, who said to Elijah Bradshaw:

"I believe a girl that's made one mistake is still good enough for any fellow, and if she hasn't, she's too good for him.'

Don't you feel that you ought to see, and MUST SEE, this wonderful play?

# "The ETERNAL MAGDALENE"

TRIANGLE PLAYS

This Week: Orrin Johnson in
"The Penitents"; "The Edge
of the Abyse", with Mary
Boland; Charles Murray in
"The Great Vacuum Robbery

Matiness at 2. Evenings at 8.
PRICES—Daily Matiness, 25 cts, and 50 cts.
Evenings, 25 cts., 50 cts., 75 cts., 51 and 43

Knickerbocker Theatre

HIP HIP HOURAY

& BAND. | Sensational | 100

48TH STREET THEATRE

Bet. B'way & Sixth Ave. Mat. Sat., 2:20. Eves. 8:20. SPECIAL MAT. THURS. (THANKSGIVING DAY).

Bossi's Thrilling JOAN OF ARC

Carnegie Hall, Wed. Eve., Dec. 8

ORATORIO Pamous N. Y. Symphony Orchestra, Seals Choir Distinguished Soloists, Boy 50c, to 1 250 Choir, First Time in America, 152,00 th

METROPOLITAN OFFERA Manon Lescant, Borl, Perini mo, Scotti, Segurola Cond. Baya

CARNEGIE HALL, TO-NIGHT AT 8:15. FREDERICK PALMER only Accredited American Correspondent at the Brillish Front Representing the American Press, WHAL LECTURE ON "MY YEAR OF THE GREAT WAR." Battles of Champagne and Loss, Vhit to Renish Fleet, MOTION PICTURES, FURNISHED BY FRENCH GENERAL STAFF,

DELE MARGULIES TRIO

LUNI THE PRINCESS PAT LEXINGTON 518 SEATS: 25c, 50c, 75c, \$1, \$1.50, at Box Office.

CARNEGIE HALL, THIS ATTERNOON. AT J. VITAGRAPH 10 - MAY . 15 - MAY . 16 - MAY . 16 - MAY . 16 - MAY . 17 - MAY . 18 - MAY THE BATTLE CRY OF PEACE Loew's American Roof
BERNARDI, Gear Lorraine
Lillian Wetsen and 7 Others
Lorraine Heart Heart Reserved.
25, 35, 36.

OUINNEYS' Town Last Work "Best Comedy in HOBSON'S CHOICE Mgmt. Charles Dillingham.
WORLD'S GREATEST SHO
AT THE LOWIST PRICE
Mat. To-day. 25, 50, 75, \$1,0
Ev. & Sat. Mat. 25,50,75, 1,00,1 THE UNCHASTENED WOMAN ALONE AT LAST SOTHERN "THE THE ALICE NIELSENEUNDANT SOUSA BAND THE BLUE PARADISE PRINCESS Stell Street Fast of Broading GERALDINE FARRAR

44th ST. THEA TO-NIGHT ST.

Grace George in The Liars

ABE AND MAWRUSS

A continuation of the story of "POTASH AND PERLMUTTER."

PLAYHOUSE THE

ROMEO & JULIET

Photo-play of CARMEN Print la. COLONIAL PLORENCE ROBERTS A

Theatre Français, 19 W.
Phone 9009 Bryant Beek LILLIAN GREUZE

GARDEN THEATRE TO A Mail P
TO NIGHT AT \$18.

"WHEN THE YOUNG VINE BLOOMS."

Regular Prices. Plant the tirelar. G OLUMBIA, H way & 47th. Pelcelially 2:146 H. Bob Manchester's Burlesquers with Mollie William

The Seats The to \$2 Magmont Blasmed & Jones.

IRVING PL. THEATRE Street Burleagues with Molle War Films.

PARK 50 St. & Col. Circle. 10c & 25c.

In Midnight BATTLES OF A NATION

Nat. Wk. Marguerite Clark. "Prince & The Perince A The Prince A The Prince